

**Exhibit at the “USA Pavilion”
“FOOD TAIPEI 2003”
With the Taipei U.S. Agricultural Trade Office
Taipei June 11 -14, 2003**



FOOD TAIPEI 2003, the largest food and beverage show in Taiwan. Exhibit space is available beginning at USD\$2,385 (per 300cm X 300cm booth.).

About the Show

China External Trade Development Council (CETRA) organizes the “FOOD Taipei 2003” the better known as “Taipei International Food Show”. In 2002, over 50,000 visitors including top buyers and importers visited the show. Survey results showed that U.S. food sales as a result of the FOOD Taipei 2002 show topped an estimated to top \$13 million.

Market Opportunity

Taiwan is the United States’s fifth largest export market in the world for food and agricultural products. The U.S. is the leading supplier of imported agricultural products and has a 35 percent market share in 2002. With its increasing adoption of U.S. and western food tastes and reliance on imports, Taiwan is a dynamic market for exports of top quality U.S. food and agricultural products.

In 2001, Taiwan imported US\$2.4 billion of U.S. agricultural products from the United States. Product categories in demand are:

- | | | | |
|-----------------------------|-----------|--------------------|----------------|
| ✓ Fresh Fruits & Vegetables | ✓ Wine | ✓ Poultry Products | ✓ Health Foods |
| ✓ Selected Dairy Products | ✓ Seafood | ✓ Tree Nuts | ✓ Beef |
| ✓ Snack Foods | ✓ Rice | ✓ Processed Fruits | ✓ Juices |

Services and Features at the USA Pavilion

- | | |
|-------------------------------------------------------------------------------------|---------------------------------------------------|
| ♣ All booths at the USA Pavilion are located in the best location of the Show venue | ♣ Lunch Seminar, Trade Reception and other events |
| ♣ Furnished booths in ready-to-move-in conditions | ♣ Arrange one-on-one meetings |
| ♣ Free space to conduct marketing seminar and conference | ♣ One listing in the official show directory |
| ♣ Spacious Business Lounge | ♣ Hotel Reservation services |

For more exhibit details, please refer to the attached Fact Sheet



AGRICULTURAL TRADE OFFICE

Suite 704, 7th Fl., 136, Jen Ai Road, Sec. 3, Taipei, Taiwan
Telephone: 886-2-2705-6536 Fax: 886-2-2706-4885
E-Mail: ato@mail.ait.org.tw
URL: <http://ait.org.tw/ait/AGRI/ato.htm>

For more information please contact:
Melody Lee
Email: leem@fas.usda.gov

Come join us at the USA Pavilion at the ‘Food Taipei 2003’ to catch the great marketing opportunity to reach Taiwan's key executives and contacts in the food industry!

*** * * * * Show Registration Deadline February 15, 2003 * * * * ***

Food Taipei 2003, June 11-14, 2003
USA PAVILION REGISTRATION FORM

Name of company:	
Address:	
Tel:	Fax:
E-mail:	
Company Description (maximum 100 words) for use on the U.S. Pavilion Directory:	
Person to contact:	Position:
Taiwan Agent (if any) Name:	Company:
Total products to be displayed at the showcase:	
Product Category	Product Description
Dry:	
Chilled/Fresh:	
Frozen:	

Electricity/Drainage Requirement* (check all that apply):

- ☐ I need additional/heavy-duty electrical outlets for chilled/frozen rental equipment
- ☐ 24-hour power supply _____ volts _____ kw
- ☐ I need _____ water/drainage pipe(s) installed in my booth(s)

Booth Preference (check all that apply):

- ☐ Standard
- ☐ Premium
- ☐ Corner

Exhibition Goals (check all that apply)

- ☐ Seeking product representative/agent in Taiwan
- ☐ Raise product awareness among trades in Taiwan
 - a) Do you prefer to exhibit in a separate area where only trade contacts are allowed? Yes: ____ No: ____
 - b) If yes to a) above, do you agree to conduct the show in a closed room in a tabletop display format?
Yes: ____ No: ____ (Please refer to the FACT SHEET for the option of conducting a trade-only event)
- ☐ Raise product awareness among consumers in Taiwan
- ☐ Other, Please specify:

Deadline for registration is February 15, 2003.

Application will not be processed without payment. Please make check payable to: **American Institute in Taiwan**. A completed registration form and a US\$2,385 (NT\$82,283) deposit must be received by the Agricultural Trade Office (ATO) in Taipei before **Feb 15, 2003**.

Attn: Melody Lee, Manager, USA Pavilion
American Institute in Taiwan, Agricultural Trade Office
Suite 704, 7th Fl., 136, Jen Ai Road, Sec. 3, Taipei, Taiwan

* Please note that additional charges may apply to additional/customized electrical outlets for chilled/frozen rental equipment. Each booth is supplied with 110 volts 0.5kw power free of charge. (Please refer to the FACT SHEET)

I have read and accepted the Terms and Conditions (see attachment) for participation in the show. I have included the deposit payment with my application form. I understand that the payment is not refundable.

Signature: _____

Title: _____

Date: _____